

Hosted By



Idaho State
Department of
Agriculture

CHINA TRADE MISSION HONG KONG, GUANGZHOU, AND SHANGHAI CHINA

RECRUITMENT FLIER

Presented by



**MARK YOUR CALENDER FOR THE END OF FEBRUARY AND THE FIRST
PART OF MARCH**

Don't miss this opportunity to market your products to the vast Asian market!

This recruitment is for the trip that was postponed previously advertised for November. We have added a food show in Shanghai which will add a couple of days to the original trip in order to increase the business opportunities for WUSATA participants.

Please contact us via telephone or e-mail to participate. The WUSATA State Organizers for Southern China (Hong Kong, Guangzhou and Shanghai) mission are ready to assist you.

THE MISSION: Hong Kong and Shanghai are two of Asia's largest markets for food and beverage and Guangzhou, presents a golden opportunity for agriculture companies to foster business relationships and increase export sales in an agricultural market that is developing at a rapid rate. Visits to Hong Kong, Guangzhou and Shanghai during an eleven-day trade mission will include one-on-one appointments with prospective buyers and/or existing customers as well as sponsored receptions, focused around table-top tradeshow. Two days in Hong Kong and Guangzhou are planned with full participation in the FI Asia Food Show in Shanghai so that extensive coverage of each market area can be completed in a relatively short time period.

February 23 through March 4, 2005 are the scheduled dates for food and beverage suppliers from the Western United States to visit Southern China and Shanghai to develop meaningful business relationships with region buyers, where sales contracts can be fostered during the mission, or shortly thereafter.

THE CITIES: Hong Kong, Guangzhou and Shanghai

THE DATES: February 23 through March 4, 2005

THE DEADLINE: January 10, 2005

ITINERARY (hotels and exact are tbd):

February 22, 2005
 Depart US
February 23
 Arrive Hong Kong:
February 24-HONG KONG
 Company Appointments
 Trade Show/Reception (evening)
February 25- HONG KONG/GUANGZHOU
 Depart Hong Kong
 Arrive Guangzhou
 Company Appointments
 Trade Show/Reception (evening)
February 26- GUANGZHOU
 Company Appointments
February 27- GUANGZHOU/SHANGHAI
 Depart Guangzhou: (pm)
 Arrive Shanghai (pm)
February 28-SHANGHAI
 Company Appointments
 Reception (evening)
March 1-3
 FI Asia Food Show
March 4
 Depart Shanghai: (morning)
 Arrive US (afternoon)

THE MARKET: Hong Kong is the 5th largest market, in terms of value, for U.S. beef (before the beef ban). Dehydrated potatoes from the U.S. are also well received by the trade here. For french fries, the U.S. accounts for over 90 percent share of the market. Shredded and flakes have much lower US share and primarily targeted to the large Hong Kong HRI sector. There are over 11,000 restaurants in Hong Kong. In addition, Guangzhou is growing at a rapid rate. Exports to the area are increasing daily and it is anticipated Guangzhou will be similar to Shanghai in terms of purchasing power within the next several years. The trip promises to be fruitful with stops to all three locations

BEST PRODUCTS: Bakery Products, Meats, Poultry, Dairy Products, Potato Products, Canned/Processed Food, Snacks, Health Foods, Confectionery, Frozen foods, Beer/Cider, Fresh Produce, Wine and Seafood and food ingredients.

COSTS: Companies will be expected

MISSION ORGANIZER: Idaho Department of Agriculture and Oregon Department of Agriculture. Contact Sherise Jones at Idaho Department of Agriculture at 208-332-8532, or email: sjones@idahoag.us

Note: We provide no guarantee that this mission will qualify for branded funding.

